

COMPUTERIZED SYSTEM AND METHOD FOR INCREASING THE
EFFECTIVENESS OF ADVERTISING

ABSTRACT

[00153] Disclosed is a system and method for conducting an incentivized trivia contest to increase the effectiveness of advertising which includes a software information system that collects and analyzes data on the effectiveness of ads during the programs in which the ads are aired. The system can be used to report data on recall, understanding, likeability and other key performance measures to advertisers and other clients, via a web based delivery system. A first set of trivia questions relating to advertising and a second set of trivia questions relating to content are stored in the system. The first and second sets of trivia questions are associated with a broadcast of advertising along with content. A subset of the first and second trivia questions are selected for transmission to a member. The member's responses are received and points are awarded for correct answers. Incentives are provided to members based upon points awarded.